

Utah Office of Tourism Board Meeting

Hilton Salt Lake City Center
255 S. West Temple
Topaz Room

December 9, 2005
10:00 a.m.

Present

Board Members

Kim McClelland
Bob Bonar
Steve Burr
Georgianna Knudson
Camille Cain
Frank Jones
Jeff Robbins

Colin Fryer
Steve Lindburg
Shelleice Stokes
Hans Fuegi
Mona Given
Bob Syrett

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Chad Davis
Stan Nance

Tracie Cayford
Stacey Clark
Dave Williams
Kelly Day

Guests

Red Oelerich
Brad Smith
Nathan Rafferty
Raelene Davis
Mike Gorrell
Rick Maw
Nan Anderson
Joel Racker
Nick Como

Organization

Outdoor Utah
Foremost West
Ski Utah
Ski Utah
Salt Lake Tribune
Utah.com
UTIC
Utah Valley CVB
Alta Resort Assoc.

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves.

Minutes

Kim asked if the board had read the minutes of the November 4 meeting and if there was a motion to amend or approve them. Mona made a motion to approve them as written. The motion was seconded by Steve Burr and carried unanimously.

World Travel Market Report

Mike Deaver led the discussion regarding UOT's participation at World Travel Market in London. He showed photos of the booth and the events that UOT had sponsorship participation in during the weeklong show.

British Guild of Travel Writers Award Show – Sponsorship included a table of 10, including 7 British travel writers and reporters, award sponsorship, charity auction trip to Utah awarded to a travel writer, and mention in the official program.

Captains of Industry Luncheon – This luncheon was attended by more than 200 of the world's leaders in travel and tourism and Utah was the sole sponsor of this event. The Utah table included senior editors from Conde'Nast Traveler Magazine, US commerce Department, UK premier high-end travel agency, UK Public Relations Director for United Airlines. Leigh von der Esch gave a speech and they showed a video presentation that included a welcome from Governor Huntsman.

World Stage Event – This event included a speech by Leigh and the video with Governor Huntsman's welcome as well a speech by Alison Cryer of Representation Plus entitled 'Ten Reasons to Visit Utah.'

Mona asked if we have representatives in any foreign countries. Leigh responded that we have representation in London, Germany, and Japan and we hope to expand to other countries shortly.

Branding/Marketing Plan Status Report

Mike gave an update on the progress of the branding project. He reported that the focus groups have been completed and the report is due on December 22. The targeted launch date for the brand will be February 8, which coincides with the date the Olympics began in SLC.

Camille asked if the focus groups modified the original thinking about what the brand should be. Leigh responded that we have had to tweak it a little but the concept was responded to very well and has validated what we thought. Tourists don't just want to see but they want to participate in activities to take advantage of the full experience. The people who know Utah love Utah so it is very clear that we need to expand our target markets. Leigh also stated that they did find out some things about the tactical parts of the marketing plan through the focus groups.

Camille also asked what images were being shown in Times Square. Leigh responded that one panel shows a skier and the other panel shows a mountain biker.

Leigh reported that we need to expand our photo library and we will be shooting some still images and some video footage. Nathan Rafferty commented that Ski Utah has access to lots of photo images as well as video footage that the UOT could tie into. Red Oelerich and Brad Smith also offered access to images that they have.

Kim commented that he got a sneak preview of the brand and he thinks we are absolutely on the right track. He asked when the board would see the marketing plan and Leigh responded that we will have a draft ready to give them at the meeting on January 6 in preparation for their approval on modification on February 3.

Committee Reports

Marketing Committee - Shelleice reported that the next Marketing Committee would be held on January 5 at approximately 2 p.m. with the location to be announced. They plan to invite UHLA, utah.com, Utah Sports Commission and possibly others to get information on their marketing plans so we can look at ways to leverage all marketing dollars to get the highest possible ROI for everyone. She asked the board members to contact the Marketing Committee regarding and suggestions they may have regarding the scenic calendar, travel guide, etc.

Legislative Committee – Steve Burr reported on the Tourism Task Force report to the Workforce Services and Community & Economic Development Interim Committee. The highlights of that report are:

- ❖ Voted to send a letter to the chairs of the Economic Development Appropriations Subcommittee requesting that they provide a separate line item for the Motion Picture Incentive Fund in the budget for economic development with a \$3 million appropriation for FY2006/07.
- ❖ Approved draft legislation, *Expenditures for Tourism Recreation, Cultural and Convention Facilities and Activities*. This legislation includes direction as to the breakdown of expenditures that should be included in the report by the Utah Association of Counties regarding use of TRT and TRCC monies. It also directs that copies of the report be provided to the Governor's Office of Economic Development, the county's Tourism Tax Advisory Board, and the Office of the Legislative Fiscal Analyst.
- ❖ Voted to send a letter to the chairs of the Economic Development Appropriations Subcommittee and to the Executive Appropriations Committee requesting that the tourism Performance Marketing Fund be funded at a total of at least \$9 million.
- ❖ Voted to recommend that the Tourism Performance Board review carefully the funding for state parks.
- ❖ Voted to recommend that a public lands working group formed for the 2002 Olympic games be reorganized.

American Public Lands Report

Steve Burr reported that the America's Public Lands Group met for the first time on November 30. This is the same group that was formed in conjunction with the 2002 Winter Olympics. Leigh also attended this meeting and stressed the importance of keeping abreast of public lands issues as we move forward to promote tourism in Utah, especially as it relates to marketing Utah's public lands. After some discussion, the importance of the 'differentiation between marketing and overuse' was identified. The following issues were identified and discussed:

1. It is very important that the message being sent out about Utah's public lands to prospective visitors be accurate and tell the actual story.
2. There is a need for all agencies, other entities, and the UOT to work together cooperatively in marketing and promotion efforts.

3. The America's Public Lands Group needs to have a stated mission and/or purpose.
4. It is important to invite the U.S. Fish & Wildlife Service to be a part of the APL Group, especially because of the importance of the Bear River Migratory Bird Refuge in Box Elder County and its new Educational/Visitors Center that will be opened in April of next year.

Coop Marketing Applications Discussion

Hans commented that the Coop Committee discussed the possibility of changing the guiding principals for the Coop Marketing Program, but determined that we need to be consistent for this round. The subcommittee will meet prior to the regular board meeting in January to discuss this issue further and make a recommendation to the entire board for a vote before any changes are made.

Hans reported there is \$209,977 remaining in the first \$1 million of coop funds. The UOT received 22 applications for coop marketing funds for a total of \$976,517 requested. The members of the Coop Committee scored the applications individually and the staff tallied the scores. There was considerable discussion regarding how to allocate the funds to the applicants whose scores were at or above 75.

MOTION: There was a motion by Bob Syrett, seconded by Camille, to fund the applicants as follows:

Utah Shakespearean Festival	\$ 65,061	
Canyonlands Field Institute	2,000	
City of Green River	23,000	
Davis Area CVB	13,013	
St. George Area CVB	32,500	
Thanksgiving Point Institute	15,000	
Utah Valley CVB	33,850	
Carbon County Travel Bureau	4,482	
SUU Outdoors		5,000
Kane County Office of Tourism & Film Commission	15,000	
TOTAL	\$208,906	

The motion carried unanimously, with Steve Burr abstaining on the Canyonlands Field Institute application because he is on their board.

Director's Report

Leigh invited the members of the board to visit Council Hall to see the renovation that has been done over the past few months.

She reported that we have had three familiarization tours in the state over the past couple of months. Delta Air Lines of Argentina co-sponsored a press tour from October 12 to October 18 and they visited attractions in Salt Lake City, the ski resorts in and around Park City, Antelope Island, and spent three days in the Moab area. Delta Air Lines also co-sponsored a fam tour consisting of 6 people from Brazil who were in the state December 1-7. They visited attractions in

Salt Lake City, Park City and the Ogden area, including ski resorts. December 6-12 the UOT sponsored a British Media Tour with 4 participants. They visited ski resorts in Park City, Salt Lake City, and Ogden as well as several local attractions in those areas. Tracie Cayford attended the NTA (National Tour Association) convention in Detroit in November. The staff will be putting together a strategic plan for the press and media programs in the near future. We received 16 proposals from the RFP for the image study and will be meeting next week to score them and choose the firm that will conduct that study.

There was some discussion regarding the dates and locations for the 2006 board meetings.

MOTION: Shelleice made a motion, seconded by Bob Bonar, to continue to hold the meetings the first Friday of the month. The motion carried unanimously.

The next meeting will be held January 6 in Salt Lake City with the location to be announced.